==========

Note for Neidle, Bruce

From: von Germeten, Ann
Date: Fri, Aug 9, 1996 1:18 PM
Subject: Marlboro 1-pack lighter test
To: Anton, Mark; DeMaio, Laurie; Ellis, Natalie; Neidle, Bruce; Turner, Jonathan
Cc: mullen, elizabeth g

Would you be available to meet sometime next week regarding a Marlboro promotion test? We would like to test a 1-pack vs. 2-pack lighter during the national lighter promotion in February. We have three key questions:
1) Does a one-pack lighter appeal to a broader competitive audience?
2) Do Marlboro smokers perceive a one-pack promotion differently?
3) How quickly does it move through retail?

Nationally we are doing on average 100 deals/store, in 40-deal kits (with a 20-deal display). The test could be 40 deals + 40 deal backup, with a 20-deal display for the 2-pack and a 40-deal display for the 1-pack (with the creative as similar as possible). How small of a geography can we do this in -- a group of stores? Should we test other variables like urban/suburban? Menthol/non-menthol? Spanish/English?

We'd love your input on test design and measurements. Some things we've considered include: share/volume lift, retail visibility/velocity, consumer awareness/reaction. The overall idea would be to provide data to support doing a national 1-pack lighter promotion in 1998.

Please let me know your schedule next week, and any other ideas you might have. If I haven't included the right people, please let me know. Thanks for your help.

==========

2062337594

Source: https://www.industrydocuments.ucsf.edu/docs/hrjn0004